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**Advertising a desired change [Texto impreso] : when process simulation fosters (vs. hinders) credibility and persuasion / Luca Cian, Chiara Longoni, and Aradhna Krishna**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 507-508

Abstract: Ads promising a desired change are ubiquitous in the marketplace. These ads typically include visuals of the starting and ending point of the promised change ("before/after" ads). "Progression" ads, which include intermediate steps in addition to starting and ending points, are much rarer in the marketplace. Across several consumer domains, the authors show an ad-type effect: progression ads foster spontaneous simulation of the process through which the change will happen, which makes these ads more credible and, in turn, more persuasive than before/after ads (Studies 1–3). The authors also show that impairing process simulation and high skepticism moderate the ad-type effect (Studies 4–5). Finally, they show effect reversals: if consumers focus on achieving the desired results quickly, and it is possible to do so, progression ads and the associated process simulation backfire in terms of credibility and persuasion (Studies 6–7). These findings contribute to existing research by identifying conditions under which progression ads have beneficial or disadvantageous effects. These findings have managerial implications because they run counter to current marketing practices, which favor before/after over progression ads.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 489-508

1. Advertising 2. Mental simulation 3. Persuasion 4. Process and outcome imagery

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**Advertising effectiveness for multiple retailer-brands in a multimedia and multichannel environment [Texto impreso] / Tracey S. Danaher ... [et al.]**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 466-467

Abstract: An important aspect of multimedia advertising effectiveness that remains unexplored is a customer-level analysis of the relative importance of each medium for multiple retailer-brands within a product category. The increasing availability of customer databases for parent companies containing multimedia ad exposures, sales transactions in several purchase channels, and information across multiple retailer-brands now allows for a broader examination of advertising effectiveness. In this research, the authors monitor 4,000 customers over two years, linking their exposure to three media (email, catalogs, and paid search) to their in-store and online purchases for three retailer-brands in the clothing category. They develop a Tobit model for sales response to multimedia advertising that captures within-brand and within-channel correlations and accommodates individual-level advertising response parameters. Due to the very large number of observations (2.4 million) and random effects (60), the authors employ an emerging machine learning technique, variational Bayes, to estimate the model parameters. They find that email and sometimes catalogs from a focal retailer-brand have a negative influence on other retailer-brands in the category, whereas paid search influences only the focal retailer-brand. However, competitor catalogs often positively influence focal retailer-brand sales, but only among omnichannel customers. They segment customers by retailer-brand and channel usage, revealing a sizeable group of customers who shop across multiple retailer-brands and both purchase channels. Moreover, this segment is the most responsive to multimedia advertising.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 445-467

1. Ad elasticity 2. Advertising effectiveness 3. brand portfolio 4. Machine learning 5. Multimedia 6. Omnichannel shopping 7. Variational Bayes

**3****The anatomy of the advertising budget decision [Texto impreso] : how analytics and heuristics drive sales performance / Ceren Kolsarici, Demetrios Vakratsas, Prasad A. Naik**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 486-488

**Abstract:** The authors investigate how heuristics and analytics contribute to the advertising budget decision by decomposing it into four components: (1) baseline spending, (2) adaptive experimentation, (3) advertising-to-sales ratio, and (4) competitive parity. They propose a methodology to estimate and infer the weights of these four components. Applying this methodology to sales and advertising data across eight brands from three categories substantiates for the first time, and uniformly across all brands, that managers depart from optimality through adaptive experimentation, which is in line with dual control theory that suggests they do so to learn about advertising effectiveness. The adaptive experimentation finding, combined with evidence on the use of heuristic methods, suggests that budget decision making is characterized by bounded rationality. Furthermore, budgeting decisions are brand-specific, reflecting the considerations of a brand's market position and performance. Finally, simulation studies show that brands from categories with high uncertainty in advertising effectiveness can benefit from double-digit revenue lifts by placing higher emphasis on adaptive experimentation.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 468-488

1. Adaptive dual control 2. Adaptive experimentation 3. Advertising budget 4. Bounded rationality 5. Heuristics

**4****The effect of links and excerpts on internet news consumption [Texto impreso] / Jason M.T. Roos, Carl F. Mela, and Ron Shachar**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 419-421

**Abstract:** Internet news and search sites often excerpt content from and link to competing news outlets. On the one hand, providing outbound links can make the linking site more attractive, even to the point of stealing traffic from the linked sites. Regulatory policy, such as the European Union's Copyright Directive Article 15 taxing links, is predicated in part on this idea. On the other hand, receiving inbound links can increase a linked site's audience by informing readers about its news content that day. To explore these opposing perspectives, the authors develop a dynamic learning model and fit it to browsing and link data from celebrity news sites. They then simulate how banning links affects consumer browsing and find that linking increases celebrity news consumption, especially among consumers who browse the least. On average, linking benefits both the linking and linked sites. The authors estimate that exposure to a link increases the likelihood of visiting the linked site by .14%. This increase is approximately three times the commonly reported click-through rate for paid display advertisements.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 395-421

1. Bayesian estimation 2. Dynamic programming 3. Hyperlinking 4. Learning models 5. News consumption 6. Structural models

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**Fear of detection and efficacy of prevention [Texto impreso] : using construal level to encourage health behaviors / Chethana Achar, Nidhi Agrawal, Meng-Hua Hsieh**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 597-598

**Abstract:** This research examines the psychological processes and factors that shape illness-detection versus illness-prevention health actions. Four experiments using contexts of mental health, skin cancer, and breast cancer show that illness detection evokes fear, which undermines engagement in detection behaviors. Considering detection at low (vs. high) levels of thought reduced fear and increased health persuasion. Illness prevention is driven by self-efficacy perceptions and considering prevention at high (vs. low) levels of thought increases persuasion. In further evidence of process, trait fear moderated the detection effects, and dispositional self-efficacy moderated the prevention effects. As an intervention, framing a detection action as serving illness-prevention goals increased people's likelihood of engaging with an online breast cancer detection tool. These findings illuminate the psychology of detection as being distinct from the psychology of prevention, identify the role of fear in the consideration of health behaviors, and show contexts in which construal levels have divergent effects on health persuasion.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 582-598

1. Construal level theory 2. Detection health behaviors 3. Fear 4. Health messaging

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**Mixing it up [Texto impreso] : unsystematic product arrangements promote the choice of unfamiliar products / Maik Walter ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 524-526

**Abstract:** This research examines how the unsystematic (vs. systematic) spatial arrangement of a set of alternatives affects consumers' product choices. The key hypothesis is that an unsystematic product arrangement—in which an assortment consisting of several alternatives is arranged in an apparently arbitrary manner—causes greater perceptual disfluency, which in turn triggers more extensive exploratory product search, ultimately promoting the choice of unfamiliar products. This sequence of effects is particularly pronounced when consumers do not have a strong prior preference for specific alternatives in the assortment. Evidence from five studies, including a large-scale field experiment, provides support for this theorizing across various display formats and product domains. The findings advance our understanding of how the spatial arrangement of a product assortment influences consumer choice, and they shed light on the psychological mechanism that governs this effect.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 509-526

1. Consumer choice 2. Exploratory search 3. Perceptual disfluency 4. Product arrangement 5. Product familiarity

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**The moderating effect of buying impulsivity on the dynamics of unplanned purchasing motivations [Texto impreso] / Jacob Suher, Wayne D. Hoyer**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 562-564

**Abstract:** Previous studies of in-store decision making have assumed that motivations for unplanned purchases are homogeneous throughout a shopping trip. In response to this assumption, the authors develop a conceptual framework to explain how consumers' internal (i.e., intrinsic) and external (i.e., extrinsic) motivations for unplanned purchases actually vary during a shopping trip. Two field studies and five online experiments provide evidence that the personality trait of buying impulsivity predicts differences in whether a shopper initially focuses on internal motivations (e.g., "because I love it") or external motivations (e.g., "because it is on sale") for unplanned purchases at the beginning of a shopping trip and, consistent with a mechanism of motivation balancing, that motivations for unplanned purchases change as a shopper satisfies their initial motivations. The studies also demonstrate how the level of buying impulsivity influences the effectiveness of point-of-purchase messages at stimulating unplanned purchases and consumers' relative spending on unplanned purchases. Overall, these findings address conflicting results in previous shopping studies, advance the literature streams on consumer motivation and sequential choice, and contribute insights to enhance shopper-marketing programs.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 548-564

1. Unplanned purchasing 2. Motivation 3. Impulsivity 4. Sequential choice 5. Shopper marketing 6. Retail promotion

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**The sales impact of using handheld scanners [Texto impreso] : evidence from the field / Dhruv Grewal ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 545-547

**Abstract:** Anecdotal evidence is mixed regarding whether handheld scanners used in stores increase or decrease consumer sales. This article reports on three field studies, supported by eye-tracking technology and matched sales receipts, as well as two laboratory studies that show that handheld scanner use increases sales, notably through unplanned, healthier, and impulsive purchases. The findings highlight that these effects may be limited by factors such as not having a budget; for those without a budget, use of scanners can decrease sales. Building on embodied cognition and cognitive appraisal theories, the authors predict that scanners, as a bodily extension, influence sales through both cognitive (shelf attention, perceived control) and affective (number of products touched, shopping experience) mechanisms. The results offer implications for retailers considering whether to integrate scanners into their store environments.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 527-547

1. Handheld scanners 2. Embodied cognition 3. Retail technology 4. Eye tracking 5. Perceived control 6. Shopping enjoyment

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**Toward a process-transfer model of the endorser effect [Texto impreso] / Vincent Chi Wong, Henry Fock, and Candy K.Y. Ho**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 579-581

**Abstract:** Previous research on the effects of celebrity endorsement has focused on the transfer of positive properties (likeableness, credibility, symbolic meanings, etc.) from the endorser to the product. Taking a different perspective, this study suggests that the way in which consumers evaluate an endorser (i.e., the cognitive process, such as applying family origin or achievement as the basis for evaluation) will carry over to the evaluation of the endorsed product (e.g., applying country of origin or performance as the criteria). Five experiments support this process-transfer account and show that it can be induced by subtle verbal/visual cues in advertisements. Because the process transfer is not inherently associated with positive/negative valence, it provides a theoretical rationale for explaining successful endorsements involving endorsers who are less favorable/credible, less of a "fit" with the product, or associated with some negative meanings, in addition to those involving positively or neutrally evaluated endorsers. The process-transfer model supplements existing models and provides a more comprehensive understanding of endorser effects. It provides marketers with a set of less stringent guidelines for selecting endorsers as well as valuable damage control tools for brands when an endorser screws up.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 565-581

1. Endorser effect 2. Mindset 3. Process transfer 4. Who one is/what one does

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**Understanding consumer dynamic decision making under competing loyalty programs [Texto impreso] / Jia Liu, Asim Ansari**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 442-444

**Abstract:** The authors develop an incentive-aligned experimental paradigm to study how consumer purchase dynamics are affected by the interplay between competing firms' loyalty programs and their pricing and promotional strategies. In this experiment, participants made sequential choices between two competing airlines in a stylized frequent traveler task for which an optimal dynamic decision policy can be numerically computed. The authors find that, on average, participants are able to partially realize the long-term benefits from loyalty programs, though most are sensitive to price. They also find that participants' preferences and levels of bounded rationality depend on the nature of the competitive environment, the particular state of each decision scenario, and the type of optimal action. Accordingly, the authors use an approximate dynamic programming model to incorporate boundedly rational decision making. The model classifies participants into five segments that exhibit variation in their performance and decision strategies. Importantly, they find that participants are able to adapt their decision strategies to the environment they face, and thus the overall market outcome and the performance of each firm are influenced by both the competitive environment and the assumption on the extent of consumer optimality.

Journal of marketing research. -- 2020, v. 57 n. 3, june, p. 422-444

1. Approximate dynamic programming 2. Bounded rationality 3. Competition 4. Experiments 5. Loyalty programs 6. Promotions